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VISTAS

MARKETING ONTARIO'S EXPERTISE ABROAD

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IN THIS ISSUE

- Latin America is looking to Ontario for expertise
- UTDC: People and technology on the move
- International passports go high tech

IN BOLIVIA'S ZONGO VALLEY, A CANADIAN company is the engineering consultant for a \$70 million project to assure a plentiful supply of electricity to La Paz, the capital city. The cost of needed system expansion will add another \$30 million to the hydro project.

That Canadian International Power Services Inc. (wholly owned by Agra Industries Limited, Saskatoon) is involved is no surprise. CI Power's roots date to the early part of this century when a Canadian investors group developed electric utilities in South America. By 1960, more than a dozen major utilities were owned in six Latin American and Caribbean countries.

From CI Power's corporate office in Mississauga, A. E. (Al) Houghton, its president and director, keeps that historic close connection. Prior to his current posting, he lived for four years in Colombia and 13 years in Venezuela while on assignment for the company. The current contract in Bolivia is of special interest. The client company, Compañía Boliviana de Energía Eléctrica, S.A., was first registered in Nova Scotia. Mr. Houghton also is a native of that province.

Mr. Houghton says there are practical reasons why Ontario suppliers should be interested in the Bolivian project. Bids are being asked on about \$60 million worth of equipment needed to complete the project. (Fred Sheehy, OIC's Area Director for Latin America, can provide further background.)

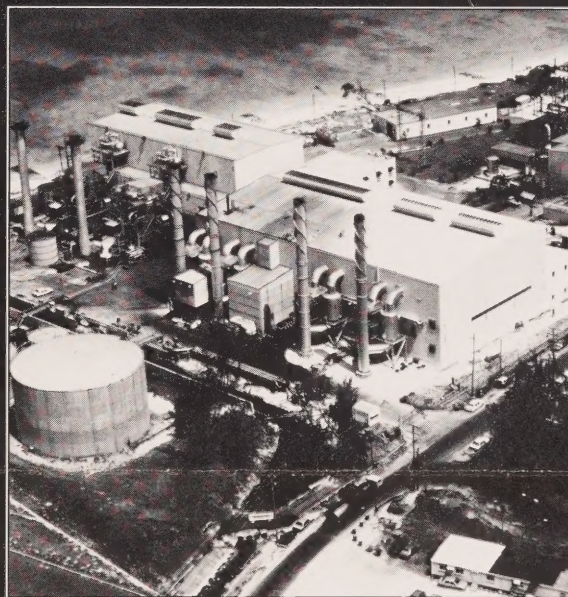
Fifty per cent of the cost of the project is being financed by the Overseas Private Investment Corporation, based in Washington. The rest of the financing is being provided by the client, the Regional Development Bank for the Andean Countries and export credits. Other current CI Power projects include those in Guyana, Barbados and Surinam.

Mr. Houghton believes in keeping the lines of contact open with OIC and other agencies that facilitate the entry of professional firms into the international market.

From his own experience, he has

advice for newcomers to the Latin American market: They should know the market; they should know who they are doing business with; they should understand the financial arrangements and they should know the local language and culture. ♦

POWER DEVELOPMENT IN LATIN AMERICA DRAWS ON EXPERTISE FROM ONTARIO



*Among the projects underway are those in
Barbados and Venezuela.*

UTDC: MOVING PEOPLE, AND MUCH MORE!

UTDC SAYS, WITH ACCURACY, THAT IT helps people get where they are going, in places ranging from Toronto, San Jose, Miami, Vancouver and soon in Ankara.

It also has taken a giant step in helping people get their baggage at international airports. An example is the new UTDC system at Changi in Singapore. Using the same know-how it developed to move people, UTDC installed and operates a baggage handling mover between terminals. In its first few months on the job, the computer-controlled baggage mover is operating at peak efficiency.

Now, UTDC is looking south from its Kingston, Ontario offices and research facility to Latin America as a possible market for its wide range of proven technology in the people-moving business. Francisco Garcia, manager, international business development, an engineering graduate and native of Mexico, sees the potential. Among current projects is a bid to install a rapid transit system in Brasilia. A decision is expected before year's end.

Brazil is just one country with growing cities and traffic problems. For most cities, new subway systems would be too costly to build. The major potential rests with elevated and above ground transit systems developed with basic and easy to maintain technology. UTDC with experience in automated, heavy, light, commuter and inter-city rail has the credentials to bid on most transit projects.

UTDC engineers also are excited about the bright potential for baggage moving systems similar to its Singapore project. About 200 million passengers will check in at the world's airports this year. Most airports have not reached the level of baggage handling efficiency as that of Changi.

The system, known as "Intelimotion", is totally computer-controlled with no mechanical exchange to break down. It transfers all the luggage from a jumbo jet (and travels the 1.25 km between terminals) in just 20 minutes.

The system is operated by a UTDC subsidiary in Singapore. ♦

For most Latin American cities, new subway systems would be too costly to build. The major potential rests with transit systems developed with basic and easy to maintain technology.

AIT BRINGS HIGH TECH TO PASSPORT CONTROL

PASSPORTS THAT CAN BE READ BY A machine and meet International Civil Aviation Organization standards now are expediting the flow of arrivals and departures through customs and immigration checkpoints around the world.

A major global player in the development of these machine readable passports (MRP) is AIT, Advanced Information Technologies Corporation. AIT develops products, systems and services for the issuance of these secure machine readable documents from its headquarters in the Ottawa suburb of Nepean. It has subsidiaries in the U.S. and U.K.

Machine readable passports were first introduced in the United States in 1981. Since then, the advantages of MRPs have been recognized as the standard, not only by ICAO but by the European Community and the International Standards Organization.

AIT Corporation has been involved from the beginning. Its quality assurance readers and

printers were acquired by the U. S. State Department to handle the reading of passports, visas and identity cards. Canada, the United Kingdom, Finland, Australia, Hong Kong, Singapore and Kuwait followed by acquiring AIT equipment and services.

The acquisition of AIT equipment and technology continues on an international scale. Carolyn Franklin, marketing manager for Canada, Latin America and the Caribbean, cites the potential growth, especially in Latin America. Mexico already is a customer and sales to Ecuador and Venezuela appear imminent.

What helps AIT most of all are technologically advanced products. Further help, Ms. Franklin points out, is the information and initial support received from such agencies as OIC and the expertise provided by the Export Development Corporation and the Canada Commercial Corporation on how to structure the financial arrangements in sales to Latin America. ♦



TECHNOLOGY, SKILLS, WIN WORK IN VENEZUELA, BARBADOS

A MAJOR ENVIRONMENTAL CONTROL program underway for Lake Maracaibo has an Ontario connection, and early involvement by OIC. Two new water treatments plants will serve the busy oil producing and industrial area on the lake.

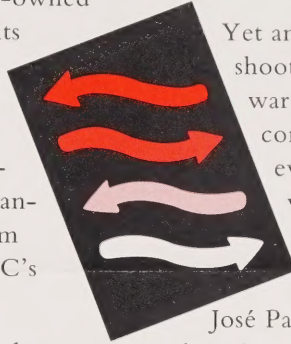
The project in Venezuela is by Delcan International Corporation, an employee-owned firm of Canadian consultants with its head office in Toronto. Delcan has provided services in more than 60 countries. In Canada, the company is probably best known for its engineering work with the Toronto Transit Commission and as joint program management consultant for the TTC's \$5 billion long term expansion.

The project is an example of technology developed in Canada by Delcan being applied in other parts of the world. Another innovative and new Delcan project is the assignment from Barbados to develop a pilot program for coastal conservation in that country. Delcan consultants (from engineers, to architects, to environmental scientists) are at work in the Americas, Africa and Asia.

For instance, the company's consultants are developing traffic control systems in Hong Kong and Taiwan, planning a highway management system in Indonesia, studying the feasibility of an urban elevated expressway in Bangkok and installing a light rapid transit system in Karachi. (Delcan has more than 400 professionals in its total staff of close to 700).

Yet another project, in Jamaica, is an offshoot of a management program on software developed in Canada. It is a computer program that keeps track of every bridge in the country, tells when each needs repair or should be replaced and forecasts short and long term options.

José Paradela, Delcan's v.p. for Latin America and the Caribbean, cites the project as an example of the capabilities in Canada, to sell knowledge rather than goods. This transfer of technology, in his view, requires a different set of ground rules for every country. In some countries, the infrastructure is advanced. In others, the needs are much more basic. The possibilities in South America are especially interesting. ♦



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ON THE WAY UP LATIN AMERICA NEEDS MULTI-SKILLS

Look to the Caribbean and Latin America as possibilities for new business. They are not easy target areas. They are reviving economies that need help in rebounding from the doldrums.

Fred Sheehy, OIC's Area Director, who has 16 years experience in developing business relations there, says this is a good time for Canadian companies to take an analytical look at how they can do business in Caribbean and Latin American countries.

While conditions vary widely, many economies are at the beginning of revival or growth. Their market regions, legal systems, business practices and needs are immensely diverse. Mexico, for instance, has 31 states and a federal district, each of them essentially a different market.

Sheehy cites the potential for Ontario companies with skills and performance records in such categories as environmental control, the public health care system, agriculture, mining and education and training. Awareness of environmental control, for instance, is just dawning. There is a need to develop urban water supply systems, sewage systems, and pollution control. Ontario companies have demonstrated skills in those areas.

Ontario companies have been planning and developing energy plants throughout the area. The potential in transportation (building the urban infrastructure, port development etc.) and in public health (building rural clinics etc.) has hardly been tapped. Food processing and livestock development are priority needs in the agriculture sector.

Ninety-two specific projects that can use the special skills of Ontario companies have been identified. Fred Sheehy can be reached through the OIC office at 416-314-8200.



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RMC SHOWS WAY TO EXPORT HEALTH CARE SERVICES

A NEED EXISTS ABROAD FOR ONTARIO'S expertise in such areas as health services, environmental studies and marketing economics. But professional firms seeking projects overseas should first establish their credentials at home.

That is the advice of Walter Kudryk, founder (in 1967) and president of RMC Resources Management Consultants Ltd. He has been involved in more than 110 projects over the years, about 20 per cent of them overseas.

He sees no quick formula for obtaining international contracts. Beyond the necessary skills, it takes a long time to gain acceptance with the major international funding agencies such as the World Bank, the Inter-American Development

Bank and the Caribbean Development Bank. As Mr. Kudryk puts it, "it takes a lot of knocking on doors."

For Ontario companies, the route to overseas work can begin by making their professional skills and accomplishments known to OIC and to others such as the Canadian International Development Agency.

"Canada's earned reputation for its superior health care delivery system has been a tremendous help to us in getting work offshore," says Mr. Kudryk. Among RMC's current projects is a multi-year contract in Bahamas. It includes the construction of 550-bed and 100-bed hospitals, and programming to strengthen the role of the country's Ministry of Health. ♦

FROM B.V.I. TO JAKARTA, ENVIRONMENT SKILLS IN DEMAND

CANADA'S EXPERIENCE IN ENGINEERING related to the environment can be applied equally well in Jakarta or the British Virgin Islands. Ask Charles Kretch. He spent six years as the only Canadian on the 900-person staff of Japan's largest firm of engineering consultants that specializes in water supply management.

Now back in Canada, the experience is proving of immense help in his new role as director of international operations for M. M. Dillon Limited. Dillon's experience in environmental engineering and waste management in Canada is being applied in international projects including the development

of an incinerator for solid waste in the British Virgin Islands. Dillon, an employee-owned firm with about 500 staff, has developed a strong expertise in environmental science, from economic analysis and design to management of water resources. Another current project is supervision of a solid waste management program on five Eastern Caribbean islands.

There is a commonality, Mr. Kretch finds, to the preparation of proposals for international projects. While with Nihon Suido Consultants, he worked on contracts for major projects, including the engineering design of Jakarta's new water supply system. ♦

OIC MARKETING TRIPS SCHEDULE

Ontario professionals and firms interested in the export field can co-ordinate their marketing campaigns to coincide with development trips by OIC Area Directors, and/or discuss market conditions on their return. OIC Area Directors can be reached directly at (416) 314-8200. *Please note the new phone number.*

- Kim Harris, **Africa**, September 26 – October 29.
- Sandra Bruce, **Eastern Europe**, just completed a trip to Turkey.
- Philip Wong, **Far East**, September to October 24: Taiwan, Mongolia, China, Taiwan and Manila.
- Al Wahba, **Middle East/South Asia**, to October 24: Iran and Saudi Arabia.
- Fred Sheehy, **Caribbean and Latin America**, to Oct. 20: Mexico; Dec.: Chile, Venezuela and Mexico.
- Jim Thompson, **Southeast Asia**, Nov. 13 – Dec. 14: Indonesia, Philippines, Singapore and Brunei.
- Margaret Vokes, **Asia Pacific**, to October 9: Thailand, Malaysia.
- Robert Decent, **Western Europe**, October 9 – 23: Germany and England.
- Colin Macfarlane, **United States**, schedule subject to change. ♦

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